

AS12QW - Details of costs for advertising campaigns for the past five years

Year	Campaign	(a) The companies invited to tender for all or parts of any advertising campaign	(b) The companies awarded campaigns	(c) The total cost of each campaign	(d) The cost of the campaign's development	(e) Broadcasting (television, radio and internet) and publishing costs.	(e.1) further information on above the line partnerships and creative	(f) Assessment reports of the efficacy of campaigns in either retaining or gaining new members	Assumptions
FY16	Annual Brand and Media Campaign	Prior to FY16 a comprehensive procurement process was undertaken to select suitable organisations to assist with the implementation of AustralianSuper's marketing plan. The selected organisations entered into a multi-year agreement as the preferred suppliers with agreed rates and terms. Each company's performance was reviewed annually. The following companies were selected as preferred service providers: - Carat - Media Agency - The Shannon Company- Brand Agency - CHE Proximity - Digital Production Agency - Match Media - Search Specialist Agency - Willett Marketing - Activation Agency	Agencies engaged: - Carat - Media Agency - The Shannon Company- Brand Agency - CHE Proximity - Digital Production Agency - Match Media - Search Specialist Agency - Willett Marketing - Activation Agency	\$11,194,753.00	\$1,500,000.00	\$9,694,753.00	Part Owners' TVC creative 'More & More' TVC creative - Retirement Channel 10 - The Project Nova Redroom - Youth 'Kickstart' campaign NewsCorp MacQuarie - Money HQ (Print and Radio with Ross Greenwood)	Unprompted brand awareness score: N/A New Direct Members: 67,086 (23% of total new joins) Exit Rate: 153,891 (7.4% of total members)	Broadcasting costs include all media costs associated with brand, acquisition and retention programs
FY16	ISA Joint Marketing Campaign contribution	N/A	N/A	\$3,533,953.00	ISA is funded through fees paid by its participating organisations.	N/A	N/A	Unique visitors to the ISF website: 672,085 Referrals to ISFs: 84,853	
FY17	Annual Brand and Media Campaign	Agreed preferred suppliers used	Agencies engaged: - Carat - Media Agency - The Shannon Company- Brand Agency - CHE Proximity - Digital Production Agency - Match Media - Search Specialist Agency - Willett Marketing - Activation Agency	\$11,719,682.00	\$1,040,773.00	\$10,678,909.00	Part Owners' TVC creative Leveraged 'George' TVC creative from ISA Retirement campaign - Retirement Channel 10 - The Project NewsCorp MacQuarie - Money HQ (Print and Radio with Ross Greenwood)	Unprompted brand awareness score: 29.6% New Direct Members: 83,781 (28% of total new joins) Exit Rate: 155,425 (7.2% of total members)	Broadcasting costs include all media costs associated with brand, acquisition and retention programs
FY17	ISA Joint Marketing Campaign contribution	N/A	N/A	\$4,773,193.00	ISA is funded through fees paid by its participating organisations.	N/A	N/A	Unique visitors to the ISF website: 1,104,691 Referrals to ISFs: 98,789	
FY18	Annual Brand and Media Campaign	Agreed preferred suppliers used with the addition of two specialist agencies: - Muticonnexions - Migration Specialist Agency - The Royals - Production Agency	Agencies engaged: - Carat - Media Agency - The Shannon Company- Brand Agency - CHE Proximity - Digital Production Agency - Match Media - Search Specialist Agency - Willett Marketing - Activation Agency - Muticonnexions - Migration Specialist Agency - The Royals - Production Agency	\$12,903,316.20	\$2,064,004.00	\$10,839,312.20	The Circle of Super' TVC creative Channel 7 - The Mentor sponsorship MacQuarie Radio - Money HQ (Radio with Ross Greenwood) NewsCorp The Leader - Retirement Seminars 'Newly Arrived To Australia' creative Australian Indian Business Council	Unprompted brand awareness score: 28.5% New Direct Members: 89,979 (33% of total new joins) Exit Rate: 146,603 (6.8% of total members)	Broadcasting costs include all media costs associated with brand, acquisition and retention programs
FY18	ISA Joint Marketing Campaign contribution	N/A	N/A	\$5,373,430.00	ISA is funded through fees paid by its participating organisations.	\$5,373,430.00	N/A	Unique visitors to the ISF website: 1,416,232 Referrals to ISFs: 124,807	
FY19	Annual Brand and Media Campaign	In FY19 a comprehensive procurement process was undertaken to select suitable organisations to assist with the implementation of AustralianSuper's multi-year marketing plan. This included existing incumbent companies with potential new suppliers. The selected organisations entered into a multi-year agreement as the preferred suppliers with agreed rates and terms. Each company's performance is reviewed annually. Tender process included: - Carat - Havas - Blue449 (Formerly Match Media) - Mercer Bell - The Royals - Atomic212 - CHE Proximity - Reprise Initiative	Agencies engaged: - Blue449 (Formerly Match Media) - Media Agency - The Shannon Company - Brand Agency - The Royals - Digital Production Agency - Helium - Production Agency - Muticonnexions - Immigration Specialist Agency	\$18,968,202.00	\$4,584,805.00	\$14,383,397.00	The Circle of Super' TVC creative 'Performance' TVC creative 'Dale' - Account Based Pension' TVC creative - Retirement 'Newly Arrived To Australia' - creative	Unprompted brand awareness score: 31.5% (average score across all quarters) New Direct Members: 145,527 (41% of total new joins) Exit Rate: 141,0834 (6.4% of total members)	Broadcasting costs include all media costs associated with brand, acquisition and retention programs
FY19	ISA Joint Marketing Campaign contribution	N/A	N/A	\$5,181,204.00	ISA is funded through fees paid by its participating organisations.	N/A	N/A	Unique visitors to the ISF website: 1,805,654 Referrals to ISFs: 141,022	
FY19	Qantas Frequent Flyer	The Qantas Frequent Flyer partnership was promoted using existing preferred suppliers from AustralianSuper and Qantas	Agencies engaged: Red Planet - Media Agency (Qantas) Blue 449 - Media Agency Qantas - Production Agency	\$732,050.99	\$107,685.99	\$624,365.00	Super Rewarding' TVC creative	Acquisition Results: 14,029 Online Applications resulting in 13,801 Contributing Members (Joins)	Broadcasting costs include all media costs associated with brand, acquisition and retention programs

FY20	Annual Brand and Media Campaign	Agreed preferred suppliers used as per 2019 tender	Agencies engaged: - Spark Foundry (Formerly Blue449) - Media Agency - The Shannon Company - Brand Agency - The Royals - Digital Production Agency	\$15,486,600.00	\$1,221,045.00	\$14,265,555.00	The Circle of Super' TVC creative 'Performance' TVC creative 'Dale' - Account Based Pension' TVC creative - Retirement	N/A - We continue to see strong results above FY19	Broadcasting costs include all media costs associated with brand, acquisition and retention programs
FY20	ISA Joint Marketing Campaign contribution	N/A	N/A	\$5,070,316.00	ISA is funded through fees paid by its participating organisations.	N/A	N/A	N/A	
FY20	Qantas Frequent Flyer	The Qantas Frequent Flyer partnership was promoted using existing preferred suppliers from AustralianSuper and Qantas	Agencies engaged: - Red Planet - Media Agency (Qantas) - Blue 449 - Media Agency - Qantas - Production Agency	\$248,736.26	\$9,368.13	\$239,368.13	Digital outdoor	Acquisition Results: 5,946 Online Applications resulting in 3,874 Contributing Members (Joins) Up until 23 October 2019	Broadcasting costs include all media costs associated with brand, acquisition and retention programs